

**Quarterly List of Issue-Responsive Programming**  
**Fourth Quarter 2008 (Oct. 1, 2008 – Dec. 31, 2008)**

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KTSM-TV has ascertained the following issues as important to the El Paso, Texas community:

- Public Safety
- Health
- Economy
- Government and Politics
- Education

During this quarter, KTSM-TV broadcast the following local and network programs that provided the station's most significant treatment of these community issues:

Local News and Public Affairs Programming:

- *NewsChannel 9 Today* (Monday - Friday: 5:00 - 7:00 AM)
- *NewsChannel 9 at Midday* (Monday - Friday: 12:00 - 12:30 PM)
- *NewsChannel 9 First at 5* (Monday - Friday: 5:00 - 5:30 PM)
- *NewsChannel 9 @ 6* (Monday - Friday: 6:00 - 6:30 PM)
- *NewsChannel 9 Weekend @ 5* (Saturday: 5:00 - 5:30 PM)
- *NewsChannel 9 Weekend @ 6* (Saturday: 6:00 - 6:30 PM)
- *NewsChannel 9 Sunday* (Sunday: 5:30 - 6:00 PM)
- *NewsChannel 9 at 10* (Monday - Sunday: 10:00 - 10:30 PM)
- *It's Happening in the Borderland* (Tuesday & Thursday 12:27-12:30)

NBC Network News and Public Affairs Programming:

- *Today* (Monday - Friday: 7:00 - 11:00 AM)
- *Today Weekend* (Saturday - Sunday: 6:00 - 9:00 AM)
- *Meet the Press* (Sunday: 9:00 - 10:00 AM)
- *The Chris Matthews Show* (Sunday: 10:00 - 11:00 AM)
- *NBC Nightly News* (Monday - Saturday: 5:30 - 6:00 PM; Sunday: 5:00 - 5:30 PM)
- *Dateline NBC* (Various)
- *NBC Weather Plus* (24/7 on KTSM-DT digital multicast channel 16.4)

While this list describes much of KTSM-TV's most significant issue-responsive programming, it is not exhaustive. Programming described in this Quarterly List of Issue-Responsive Programming may relate simultaneously to more than one issue. Duration of each report is between 30 seconds and 2 minutes unless otherwise noted.

Filed by:

  
Gary Soffr, General Manager

1-5-09  
Date Placed in Public Inspection File

**Issue:** Public Safety

<b>Program</b>	<b>Time</b>	<b>Date</b>	<b>Duration</b>	<b>Description</b>
<i>NewsChannel 9 at 6</i>	6:00 PM	10/02/08	1 min 28 sec	Kidnapping at local school points up public safety issues at local educational institutions
<i>NewsChannel 9 at 10</i>	10:00 PM	10/07/08	1 min 24 sec	Parents debate public safety issues at Wiggs Middle School
<i>NewsChannel 9 at 10</i>	10:00 PM	10/14/08	1 min 32 sec	State Department issues public safety warning for visitors to Juarez
<i>NewsChannel 9 at 6</i>	6:00 PM	10/27/08	1 min 54 sec	Fort Bliss defuses buried bombs in neighborhood
<i>NewsChannel 9 at 6</i>	6:00 PM	11/06/08	1 min 22 sec	Killer on the loose after Lower Valley murder
<i>NewsChannel 9 at 5</i>	5:00 PM	11/12/08	1 min 10 sec	Death threats e-mailed to two city leaders
<i>NewsChannel 9 at 6</i>	6:00 PM	11/24/08	1 min 26 sec	Visits to Juarez drop sharply due to drug violence and public safety threat
<i>NewsChannel 9 at 6</i>	6:00 PM	12/01/08	1 min 54 sec	Juarez tops 1,400 murders
<i>NewsChannel 9 at 6</i>	6:00 PM	12/11/08	1 min 10 sec	Public search initiated after escape of attempted murder suspect
<i>NewsChannel 9 at 6</i>	6:00 PM	12/16/08	1 min 33 sec	Columbus, NM loses police protection
<i>NewsChannel 9 at 6</i>	6:00 PM	12/18/08	1 min 27 sec	Hit & Run at a school sparks public safety debate at local educational institutions

**Issue: Health**

Program	Time	Date	Duration	Description
<i>NewsChannel 9 at 5</i>	5:00 PM	10/02/08	1 min 36 sec	Research shows not all meds are safe for kids
<i>NewsChannel 9 at 5</i>	5:00 PM	10/08/08	1 min 41 sec	Government announces new exercise guidelines
<i>NewsChannel 9 at 5</i>	5:00 PM	10/14/08	1 min 49 sec	Researchers uncover triggers for cancer
<i>NewsChannel 9 at 5</i>	5:00 PM	11/06/08	1 min 37 sec	New tests available to detect colon cancer
<i>NewsChannel 9 at 5</i>	5:00 PM	11/10/08	1 min 23 sec	New statin drug lowers heart attack risk
<i>NewsChannel 9 at 5</i>	5:00 PM	11/11/08	1 min 27 sec	Childhood obesity more dangerous than first thought
<i>NewsChannel 9 at 5</i>	5:00 PM	11/12/08	1 min 15 sec	Medical bills lag behind in economic crisis
<i>NewsChannel 9 at 5</i>	5:00 PM	12/01/08	1 min 08 sec	PMS'ers twice as likely to smoke
<i>NewsChannel 9 at 5</i>	5:00 PM	12/03/08	1 min 38 sec	Health danger of overwatered baby formula
<i>NewsChannel 9 at 6</i>	6:00 PM	12/05/08	1 min 50 sec	Shortage of El Paso Mental Health facilities
<i>NewsChannel 9 at 5</i>	5:00 PM	12/08/08	1 min 28 sec	Women twice as likely to die from heart attack

**Issue: Economy**

<b>Program</b>	<b>Time</b>	<b>Date</b>	<b>Duration</b>	<b>Description</b>
<i>NewsChannel 9 at 6</i>	6:00 PM	10/06/08	1 min 28 sec	El Pasoans react to economic crisis
<i>NewsChannel 9 at 6</i>	6:00 PM	10/06/08	1 min 25 sec	Impact of economic crisis on the homeless
<i>NewsChannel 9 at 6</i>	6:00 PM	10/09/08	1 min 15 sec	Gas prices drop dramatically
<i>NewsChannel 9 at 10</i>	10:00 PM	10/13/08	1 min 36 sec	Economic crisis prompts growing number of people to see counseling
<i>NewsChannel 9 at 10</i>	10:00 PM	11/06/08	4 min 12 sec	Investigation into unpaid traffic tickets
<i>NewsChannel 9 at 10</i>	10:00 PM	11/20/08	1 min 31 sec	Burned down amusement park's contribution to local economy
<i>NewsChannel 9 at 6</i>	6:00 PM	11/28/08	1 min 20 sec	Early shoppers mark start of Christmas shopping season
<i>NewsChannel 9 at 10</i>	10:00 PM	12/04/08	1 min 34 sec	Big 3 execs ask Congress for auto bailout
<i>NewsChannel 9 at 6</i>	6:00 PM	12/08/08	1 min 33 sec	Businesses complain about new stormwater fee
<i>NewsChannel 9 at 10</i>	10:00 PM	12/23/08	1 min 34 sec	New reports paint dismal picture of economy
<i>NewsChannel 9 at 6</i>	6:00 PM	12/25/08	36 sec	El Pasoans rescue women's shelter in need of contributions

**Issue: Government and Politics**

Program	Time	Date	Duration	Description
<i>NewsChannel 9 at 6</i>	6:00 PM	10/07/08	1 min 20 sec	Politics of paving over handicapped parking spaces at University of Texas/El Paso
<i>NewsChannel 9 at 6</i>	6:00 PM	10/14/08	51 sec	Key figure arrested in local political corruption probe
<i>NewsChannel 9 at 6</i>	6:00 PM	10/17/08	29 sec	Vice-Presidential candidate Joe Biden visit to Mesilla, New Mexico
<i>NewsChannel 9 at 10</i>	10:00 PM	10/20/08	1 min 20 sec	Early Voting begins in El Paso for general election
<i>NewsChannel 9 at 10</i>	10:00 PM	10/24/08	1 min 41 sec	Preview of Hillary Clinton visit to El Paso
<i>NewsChannel 9 at 10</i>	10:00 PM	11/04/08	15 minutes	Local and National election results
<i>NewsChannel 9 at 6</i>	6:00 PM	11/18/08	2 min 00 sec	18 year old wins local school board seat
<i>NewsChannel 9 at 10</i>	10:00 PM	11/18/08	1 min 30 sec	Profile of 18 year old school board winner
<i>NewsChannel 9 at 10</i>	10:00 PM	12/10/08	1 min 37 sec	Political opposition to auto industry bailout
<i>NewsChannel 9 at 5</i>	5:00 PM	12/12/08	1 min 05 sec	County Judge dispels rumors of resignation
<i>NewsChannel 9 at 10</i>	10:00 PM	12/19/08	1 min 23 sec	New law closes public schools

**Issue: Education**

Program	Time	Date	Duration	Description
<i>NewsChannel 9 at 5</i>	5:00 PM	10/06/08	1 min 44 sec	5 <sup>th</sup> graders inspired to fly at Amigo AirSho
<i>NewsChannel 9 at 5</i>	5:00 PM	10/13/08	1 min 36 sec	Local heart start kids learn at Intellizeum
<i>NewsChannel 9 at 5</i>	5:00 PM	10/20/08	1 min 47 sec	Local school teaches that good manners count
<i>NewsChannel 9 at 5</i>	5:00 PM	11/10/08	1 min 20 sec	School character club helps improve grades
<i>NewsChannel 9 at 5</i>	5:00 PM	11/17/08	1 min 53 sec	Author of month program inspires learning
<i>NewsChannel 9 at 5</i>	5:00 PM	11/24/08	1 min 53 sec	Value of Hands-on education
<i>NewsChannel 9 at 5</i>	5:00 PM	12/01/08	1 min 56 sec	Mock trial teaches students the value of law
<i>NewsChannel 9 at 5</i>	5:00 PM	12/08/08	2 min 07 sec	Students learn life lessons through basketball
<i>NewsChannel 9 at 5</i>	5:00 PM	12/15/08	1 min 35 sec	Learning made fun through cooking
<i>NewsChannel 9 at 5</i>	5:00 PM	12/22/08	1 min 49 sec	Learning through giving back to community

## Public Service Announcements

During the months of July, August and September KTSM-TV ran a total of 1,890 PSA's. Some of the groups represented in the PSAs are the following:

American Pet Products: Dog  
American Pet Products: Kitten  
Ballet Folklorico  
CIDI: Disaster Help  
Consequences - Daughter  
DTV - Digital In The Air  
Jennifer Ann - Generic  
Jennifer Ann - Event  
Johnny Got A Job  
DTV - Just A Box  
Outback Steakhouse - Madden Miles  
NFID - Talk Flu To Me  
NMA: Parents Against Meningitis  
Rechargeable Battery Recycling Corp: "Chair"  
Rechargeable Battery Recycling Corp: Forces  
Risky Business  
Shriner's Hospital: Jeff Goldblum  
Shriner's Hospital: Taylor Hicks  
Shriner's Hospital: William Shatner  
Texas Attorney General Greg Abbott: Okay To Play  
DTV - The Future Is Here  
The More You Know  
The More You Know: Linda Cardellini  
The More You Know: Ali Later  
The More You Know: Ann Curry  
The More You Know: Molly Sims  
VNA - Fight The Flu  
West Texas Food Bank  
DTV Conversion

During the months of July, August and September KTSM-TV ran a total of 16,907 PSA's on our digital weather channel Weather Plus. Some of the groups represented in the PSAs are the following:

West Texas Food Bank  
VNA - Fight The Flu  
The More You Know - Molly Sims  
The More You Know - Anne Curry  
The More You Know - Ali Later  
The More You Know - Linda Cardellini  
The More You Know

DTV - The Future Is Here  
Texas Attorney General Greg Abbott: Okay To Play  
Shriner's Hospital: William Shatner  
Shriner's Hospital: Taylor Hicks  
Shriner's Hospital: Jeff Goldblum  
Risk Business  
Rechargeable Battery Recycling Corp: Forces  
Rechargeable Battery Recycling Corp: Chair  
NMA: Parents Against Meningitis  
NFID: Talk Flu To Me  
Outback Steakhouse: Madden Miles  
Johnny Got A Job  
Jennifer Ann - Event  
Jennifer Ann - Generic  
DTV - Digital Is In The Air  
Consequences - Daughter  
CIDI: Disaster Help  
BizTech  
Ballet Folklorico  
American Pet Products: Kitten  
American Pet Products: Dog

## Community Involvement

### ***Star Citizen***

Kids between the ages of 6 to 18 who set examples of commitment in our community are what being a NewsChannel 9 Star Citizen's about. It's not just the students excelling in sports and academics; it's the ones always helping others. The one always walking the elderly neighbor around the block, the budding scientist or the volunteer at the local animal shelter - they can be Star Citizens too! Nominations are open to all on the station website at [www.ktsm.com](http://www.ktsm.com) under the Star Citizen Link.

### ***It's Happening in the Borderland***

Broadcast segments twice a week featuring events happening in and around the KTSM-TV viewing area. These segments are also posted on the KTSM-TV website at [www.ktsm.com](http://www.ktsm.com) under Community Events. As of September 2, 2008 KTSM-TV started airing *It's Happening in the Borderland* five times per week.

### ***Amigo Airsho***

KTSM-TV set up an information booth on October 4, 2008 and October 5, 2008 at the Amigo Airsho to inform the public about the DTV Conversion. Station anchors and reporters answered questions for attendees. An informational program on the DTV conversion was shown and informative literature was distributed.

DATE	EVENT	COMMUNITY INVOLVEMENT	PERSONNEL
4-Oct	Children's Book Day	Read to children in an effort to help fight illiteracy	Melanie Olivas
4-Oct	Amigo AirSho	DTV Conversion informational booth	Melanie Olivas
4-Oct	Amigo AirSho	DTV Conversion informational booth	Maria Saavedra
4-Oct	Amigo AirSho	DTV Conversion informational booth	Sergio Rodriguez
4-Oct	Amigo AirSho	DTV Conversion informational booth	Christina Montoya
4-Oct	Amigo AirSho	DTV Conversion informational booth	Trevor Conner
4-Oct	Amigo AirSho	DTV Conversion informational booth	Israel Perez
5-Oct	Amigo AirSho	DTV Conversion informational booth	Russ Pappas
5-Oct	Amigo AirSho	DTV Conversion informational booth	Ray Ortega
5-Oct	Amigo AirSho	DTV Conversion informational booth	Nick Miller
5-Oct	Amigo AirSho	DTV Conversion informational booth	Maria Savvedra
5-Oct	Amigo AirSho	DTV Conversion informational booth	Sergio Rodriguez
5-Oct	Amigo AirSho	DTV Conversion informational booth	Benn Swann
7-Oct	LULAC Project Amistad	Helped promote event for organization	Maria Saavedra
10-Oct	UTEP Homecoming	Participated in parade with station vehicles	Rick Vilardell
14-Oct	El Paso County	EP County Special Needs court presenter	Ben Swann
25-Oct	Spooktacular	Judge in children's costume contest	Melanie Olivas
28-Oct	UTEP	Speaker in communications class	Chester Lampkin
8-Nov	El Paso Stars for Kids	Emcee	Ben Swann
13-Nov	Zavala Elem. Spelling Bee	Emcee	Melanie Olivas
13-Nov	Station Tour	Cub Scout tour of station	Maria Saavedra
14-Nov	Latinasfest @ UTEP	Guest speaker	Melanie Olivas
15-Nov	United blood Services	Emcee	Benn Swann

15-Nov UTEP Football	Representing Slavation Army at UTEP game	Benn Swann
15-Nov UTEP Football	Representing Slavation Army at UTEP game	Oralia Ortega
19-Nov Book Fair	Read to students at Tippen Elementary	Melanie Olivas
19-Nov Book Fair	Read to students at Tippen Elementary	Chester Lampkin
21-Nov Station Tour	Constance Hulbert Elem. School tour of station	Ray Ortega
22-Nov Senior Football Allstar Classic	Served on board to select players	Fred Albers
22-Nov Senior Football Allstar Classic	Served on board to select players	Beau Bagley
23-Nov Talent Show	Scottish Rite Temple Talent Show emcee	Melanie Olivas
24-Nov Station Tour	Chaparral Middle School tour of station	Oscar Garcia
25-Nov Station Tour	Gadsden Middle School tour of station	Maria Saavedra
27-Nov Thanksgiving Parade	Live coverage of SunBowl Thanksgiving Parade	various staff
1-Dec Spirit of Giving	Help promote annual event	Melanie Olivas
9-Dec Sheriffs Office Cadets	Guest speaker on media relations	Adrienne Alvarez
12-Dec Guest Reader	Bradley Elementary School	Ben Swann
15-Dec Guest Reader	Zavala Elementary School	Adrienne Alvarez
17-Dec UTEP Basketball	Representing Salvation Army at UTEP game	Benn Swann
17-Dec UTEP Basketball	Representing Salvation Army at UTEP game	Oralia Ortega
17-Dec Career Fair	Spoke to students about TV jobs at Burnett Elem	Melanie Olivas

## **Network Issue-Responsive Programming Information**

### **Early TODAY**

Weekdays at 4:30 a.m.

As the first broadcast of the day on the NBC Network, "Early Today" features anchors Dan Kloeffler and Milissa Rehberger, joined by the NBC Weather Plus team for a comprehensive look at overnight news, the day ahead, plus the latest weather from across the nation. Viewers can expect the latest headlines in world and national news, as well as regular segments on business, sports and entertainment.

### **TODAY**

Weekdays at 7:00 a.m.

NBC News pioneered the morning news program when it launched Today more than 55 years ago, with Dave Garroway as host. The live broadcast provides the latest in domestic and international news, weather reports and interviews with newsmakers from the worlds of politics, business, media, entertainment and sports. After more than 48 years of the standard two-hour format, the third hour was launched in October of 2000, followed by the fourth hour in September 2007, making Today the only four-hour hour national morning show broadcast. The program is unparalleled in its ratings dominance in the morning news arena, serving as America's overwhelming favorite for more than an unprecedented eleven consecutive years.

### **NBC Nightly News**

Weekdays at 5:30 p.m.

Reports and analyses of the day's top news stories, in addition to regular reports including: "In Depth," a longer form piece which examines and provides context, usually for the top news story of the day; "The Fleecing of America," re-introduced in June of this year, which examines government waste; "Lifeline," which takes a look at current health trends in America; and "In Their Own Words," a unique segment which allows individuals to speak out on one of the day's top news stories.

### **TODAY, Weekend Edition**

Saturdays at 6:00 a.m. and Sundays at 6:00 a.m.

The weekend broadcasts continue the "Today" tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular-culture and human-interest stories, covering health and finance issues and presenting the latest weather reports. In addition, the show offers visitors to New York City a chance to observe firsthand the workings of a live television broadcast with its windowed studio on Rockefeller Plaza. Interaction with the crowd outside the studio is a major part of the program.

### **NBC Nightly News, Weekend Edition**

Saturdays at 5:30 p.m. and Sundays at 5:00 p.m.

The weekend editions of "NBC Nightly News" provide complete and timely reports on national and international events that take place on Saturdays and Sundays. Lester Holt is the program's anchor.

**Meet The Press**

Sundays at 9:00 a.m.

America's most-watched and No. 1 Sunday morning public affairs broadcast. Acclaimed by conservatives and liberals, newsmakers and television critics, "Meet the Press" consistently makes Monday morning headlines and has become the most quoted television program in the world.

**The Chris Matthews Show**

Sundays at 10:00 a.m.

A half-hour weekend public affairs roundtable that examines current topics in politics and news, offering viewers an inside look at the week's biggest stories. Based in Washington D.C., the show is produced by NBC News and distributed in national syndication by NBC Universal Television Distribution.

**Dateline, NBC**

Various

"Dateline NBC," the signature primetime broadcast for NBC News, premiered in 1992. Since then, it has pioneered a new approach to primetime news programming. The multi-night franchise, supplemented by frequent specials, allows NBC to consistently and comprehensively present the highest-quality reporting, investigative features, breaking news coverage and newsmaker profiles.